If you smoke...

you should know that many smokers who are looking for a cigarette that offers smoking pleasure and ultra low tar have made today's Carlton their No. 1 choice.

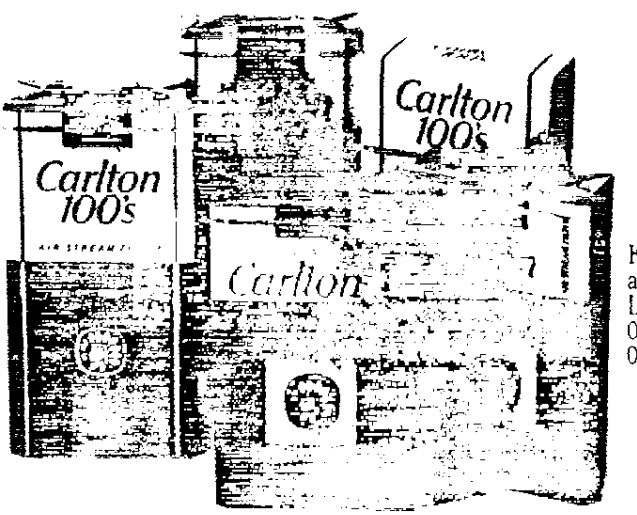
In fact, Carlton is America's most popular, best selling ultra low tar brand.

Latest U.S. Government Report–Carlton King, Menthol or Box 100's–10 packs of Carlton have less tar than 1 pack of the following brands:

	TAR mg/cig	NICOTINE mg/cig
Kent	12	1.0
Winston Lights	11	0.9
Marlboro	16	1.0
Salem	14	1.1
Kool Milds	11	0.9
Newport	16	1.2
Carlton Kings	**Less than 0.5**	**0.1**
Carlton Menthol	**Less than 0.5**	**0.1**

	TAR mg/cig	NICOTINE mg/cig
Kent 100's	14	1.2
Winston Lights 100's	12	0.9
Benson & Hedges 100's	16	1.1
Parliament Lights 100's	12	0.9
Salem 100's	15	1.1
Marlboro 100's	16	1.1
Carlton Box 100's	**Less than 0.5**	**0.1**

100's: 4 mg. tar, 0.4 mg. nic. 100's Menthol: 3 mg. tar, 0.3 mg. nic.



King, Menthol and Box 100's: Less than 0.5 mg. tar, 0.1 mg. nic.

Box King–lowest of all brands–less than 0.01 mg. tar, 0.002 mg. nic.

Carlton is lowest.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

Box: Less than 0.5 mg. "tar", 0.05 mg. nicotine; Soft Pack, Menthol and 100's Box: Less than 0.5 mg. "tar", 0.1 mg. nicotine; 100's Menthol: 3 mg. "tar", 0.3 mg. nicotine; 100's Soft Pack: 4 mg. "tar", 0.4 mg. nicotine av. per cigarette, FTC Report Dec. '81.

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Source: https://www.industrydocuments.ucsf.edu/docs/lxkm0004